

AMENDMENTS

In the Claims

The following is a marked-up version of the claims with the language that is underlined (“___”) being added and the language that contains strikethrough (“—”) being deleted:

1.–20. (Canceled)

21. (Currently Amended) A system for communicating information about an advertisement, comprising:

logic in an advertisement content server configured to receive advertisement information associated with a plurality of advertisers;

logic in an advertisement content server configured to store the information as records within defined fields;

logic in an advertisement content server configured to receive a search request from a user, the search request conforming to at least one of the defined ~~fields~~; fields, wherein the search request includes user-defined search criteria;

logic in an advertisement content server configured to perform a search function ~~the information~~ according to the search ~~request~~; request and the user-defined search criteria; and

logic in an advertisement content server configured to transmit to the user at least a portion of ~~the information~~ resulting from the search function. ~~to the user.~~

22. (Previously Presented) The system of claim 21, wherein the system is configured to provide at least one advertiser access to the information via the Internet.

23. (Previously Presented) The system of claim 21, wherein the system is configured to provide at least one advertiser access to the information via a remote database client.

24. (Previously Presented) The system of claim 21, wherein at least one field includes broadcaster identification information.

25. (Previously Presented) The system of claim 21, wherein at least one field includes advertiser identification information.

26. (Previously Presented) The system of claim 21, wherein the system is configured to charge a fee for accessing the information.

27. (Currently Amended) The system of claim 21, wherein the advertisement information includes ~~advertisements that are available only through the advertisement content server.~~ unpublished advertisements available through the advertisement content server.

28. (Currently Amended) A method for communicating information about an advertisement, comprising:

~~receiving~~ receiving, by a computing device, advertisement information associated with a plurality of advertisers;

~~storing~~ storing, by a computing device, the information as records within defined fields;

~~receiving~~ receiving, by a computing device, a search request from a user, the search request conforming to at least one of the defined ~~fields;~~ fields, the search request including user-defined search criteria;

~~searching the information~~ performing a search function, by a computing device, according to the search ~~request;~~ request and the user-defined search criteria; and

~~transmitting~~ transmitting, by the computing device, at least a portion of ~~the~~ information resulting from the search function to the user.

29. (Previously Presented) The method of claim 28, further comprising providing at least one advertiser access to the information via the Internet.

30. (Previously Presented) The method of claim 28, further comprising providing at least one advertiser access to the information via a remote database client.

31. (Previously Presented) The method of claim 28, wherein at least one field includes broadcaster identification information.

32. (Previously Presented) The method of claim 28, wherein at least one field includes advertiser information.

33. (Currently Amended) The method of claim 28, further comprising ~~charging~~ charging, at a computing device, the at least one advertiser a fee for accessing the information.

34. (Currently Amended) The method of claim 28, further comprising ~~receiving~~ receiving, at a computing device, ~~advertisement information that is available only through the advertisement content server~~ unpublished advertisements available through the advertisement content server.

35. (Currently Amended) A computer readable medium for communicating information about an advertisement, comprising:

logic at a computing device configured to instruct a programmable device to receive advertisement information associated with a plurality of advertisers;

logic executable by a computing device configured to instruct a programmable device to store the information as records within defined fields;

logic executable by a computing device configured to instruct a programmable device to receive a search request from a user, the search request conforming to at least one of the defined fields; fields, the search request including user-defined search criteria;

logic executable by a computing device configured to instruct a programmable device to perform a search function ~~the information according to the search request;~~ request and the user-defined search criteria; and

logic executable by a computing device configured to instruct a programmable device to transmit to the user at least a portion of ~~the information~~ resulting from the search function. ~~to the user.~~

36. (Currently Amended) The computer readable medium of claim 35, further comprising logic executable by a computing device configured to instruct a programmable device to provide at least one advertiser access to the information via at least one of the following: the Internet and a remote database client.

37. (Previously Presented) The computer readable medium of claim 35, wherein at least one field includes broadcaster identification information.

38. (Previously Presented) The computer readable medium of claim 35, wherein at least one field includes advertiser identification information.

39. (Currently Amended) The computer readable medium of claim 35, further comprising logic executable by a computing device configured to instruct a programmable device to charge a fee for accessing the information.

40. (Currently Amended) The computer readable medium of claim 35, wherein the advertisement information includes ~~advertisements that are available only through the advertisement content server.~~ unpublished advertisements available through the advertisement content server.